

NDEP 2011 Outreach and Promotion: At-A-Glance

QUARTER 1 – JANUARY, FEBRUARY, AND MARCH

Theme: Lower your risk for type 2 diabetes by making – and maintaining – healthy behavior changes

Goal: To raise awareness to prevent or delay type 2 diabetes among high-risk populations, general awareness of the risk factors for the development of the disease, and how to make healthy lifestyle changes to manage and lower risk for developing the disease

Target audiences: People at risk for diabetes: Hispanics/Latinos, African Americans, American Indian and Alaska Natives, and Asian Americans and Pacific Islanders; health care professionals; and youth at risk for diabetes

NDEP campaigns: [Small Steps. Big Rewards/Lower Your Risk for Diabetes](#)

NDEP's call to action: For more information, call 1-888-693-NDEP (1-888-693-6337) or visit www.YourDiabetesInfo.org.

NDEP talking points:

- Nearly 26 million adults in the United States, which is more than 8 percent of the U.S. population, have diabetes.
- If you have a family history of diabetes, such as a mother, father, brother or sister, you could be at risk. If you have diabetes in your family, take steps now to lower your risk.
- There are a number of factors that increase a person's risk for developing type 2 diabetes. While there are some risk factors that a person can't change, such as genetics, age, and race/ethnicity, there are risk factors associated with a person's lifestyle that they CAN change, such as being more physically active, making healthy food choices, and maintaining a healthy weight.
- Women who have had gestational diabetes have a lifelong risk for getting diabetes, and the child from that pregnancy may also be at increased risk for obesity and type 2 diabetes.
- Studies show that people at high risk for developing type 2 diabetes can prevent or delay the disease by making important lifestyle changes, such as losing a small amount of weight – 5 to 7 percent (10 to 14 pounds if you weigh 200 pounds) – becoming more physically active, and making healthy food choices. Make a family plan to have a healthy lifestyle.

Highlights of some of NDEP's promotional and outreach activities during the 1st quarter:

- Coordination of [radio feature segment](#) in Spanish featuring Dr. Saúl Malozowski in observance of Diabetes Alert Day. (Note: Diabetes Alert Day is observed on March 22, 2011 – the 4th Tuesday in March.)
- Distribution of [feature article](#) to health care professional trade media; tie in March/Diabetes Alert Day messages, [Diabetes Risk Test](#), and gestational diabetes messages
- Distribution of [feature article](#) to consumer media; tie in March/Diabetes Alert Day messages, [Diabetes Risk Test](#), and gestational diabetes messages
- Distribution of [“History of Gestational Diabetes?”](#) matte article to media; tie in weight loss and tracking; behavior change; calorie cutting; healthy snacks; and physical activity
- Promotion of the [Road to Health Toolkit](#) in English and Spanish
- Promotion of NDEP messages around risk as it relates to [family history of diabetes](#)
- Development and distribution of [promotional toolkit](#) for release of updated [Helping the Student with Diabetes Succeed: A Guide for School Personnel](#)
- Utilization of social media via NDEP's [Facebook](#), [Twitter](#), and [YouTube](#) channels

Here's how you can help extend NDEP and your organization's reach during the first quarter:

1. Post the feature article [“History of Gestational Diabetes?”](#) to your organization's website, distribute via your listserv, place in your newsletter, or use social media to post messages to Facebook and Twitter.

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2. Diabetes Alert Day is March 22, 2011. Use some or all of the [NDEP materials/offerings](#) developed in support of American Diabetes Alert Day.
3. Promote the [Road to Health Toolkit](#) for Community Health Workers and other lay workers who help people at risk for diabetes; promote the [training guide](#) and [video](#); contact Betsy Rodriguez bjr6@cdc.gov for more information.
4. Use some or all of the NDEP products below to support these promotions by distributing at health fairs, conferences, or educational sessions, or link to them in your social media outreach:
 - [“Am I at Risk for Type 2 Diabetes and Pre-Diabetes?”](#) – *GAME PLAN*
 - [“¿Tengo riesgo de desarrollar la diabetes tipo 2 o la prediabetes?”](#) – *GAME PLAN*
 - [“Action Steps for the Entire Family”](#) – *It’s Never Too Early to Prevent Diabetes* tip sheet in English and Spanish
 - [“Talk to your doctor about your family history of type 2 diabetes and other diabetes risk factors”](#) – *More Than 50 Ways to Prevent Diabetes* developed for African Americans
 - [“Tips to Help You Get Started”](#) – *Prevent Type 2 Diabetes. Step by Step/ (Prevengamos la diabetes tipo 2. Paso a Paso)* developed for Hispanics/Latinos
 - [“7 Powerful Steps You Can Take to Get Started Today”](#) – *We Have the Power to Prevent Diabetes* tailored for American Indians and Alaska Natives
 - [“Take These Small Steps Now to Prevent Diabetes”](#) – *Two Reasons I Find Time to Prevent Diabetes* available in 15 Asian and Pacific Islander languages
 - [Family Health History Quiz](#)
 - [“4 Questions You Should Ask Your Family About Diabetes & Family Health History”](#)
 - [Family health history campaign resources](#)
 - [Diabetes Risk Test](#)
 - Updated [School Guide](#)
 - [“What Puts You at Risk?”](#) – *Tips for Teens: Lower Your Risk for Type 2 Diabetes*
5. Repost, retweet, and share links to NDEP’s [Facebook](#), [Twitter](#), and [YouTube](#) channels.
6. Participate in NDEP’s quarterly partner conference call on Tuesday, January 25 at 2:00 p.m. ET to discuss 1st and 2nd quarter promotions and NDEP resources/tools available to assist you in your promotional efforts. This is an opportunity to ask questions and exchange ideas. All partners interested in participating are asked to contact Diane Tuncer (NIH-NDEP) at diane.tuncer@nih.gov.
7. Look at the list of 2011 National Observances (see Addendum) to see what other opportunities might exist that could lend themselves to a diabetes message from your organization (on behalf of NDEP). Here are just a few examples of how your organization might be able to message around diabetes in the context of one of the many national observances recognized during January, February, and March:
 - **January is a time for New Year’s resolutions and check-ups.** This year, set a goal to lose weight and keep it off by making a few lifestyle changes. Small steps can lead to big rewards! For more information, check out NDEP’s [Get Real](#) tip sheet.
 - **February is American Heart Month.** Heart disease is the leading cause of death for people with diabetes. In fact, adults with diabetes have heart disease death rates about 2 to 4 times higher than adults without diabetes. If you have diabetes, taking care of your heart matters. For more information, check out NDEP’s [Take Care of Your Heart. Manage Your Diabetes](#) tip sheet.
 - **February is Black History Month.** While learning about your family’s heritage, cultures, and traditions, also take time out to find out whether diabetes runs in your family and work to lower your risk for the disease. For more information, visit: www.YourDiabetesInfo.org/am-i-at-risk/family-history/index.aspx#four-questions.
 - **March is National Kidney Month and World Kidney Day is March 10, 2011.** If you have diabetes, you could be at risk for kidney disease. For more information, check out NDEP’s

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- [*4 Steps to Control Your Diabetes. For Life*](#) brochure or NIDDK's *Your Guide to Diabetes: Type 1 and Type 2*. This guide includes a section on "[Diabetes and Your Kidneys](#)."
- **March is National Nutrition Month.** If you have diabetes, it's important to make healthy food choices. For more information on healthy recipes, check out NDEP's [Más que comida, es vida](#) recipe booklet.

My organization's 1st quarter promotions (feel free to use this space to jot down ideas for Q1 promotions):

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QUARTER 2 – APRIL, MAY, AND JUNE

Theme: Make a plan to manage your diabetes

Goal: To increase awareness among people with diabetes about the seriousness of their disease, that complications can be prevented, and that managing diabetes can be easier if they set goals and make a plan, and how to make a plan

Target audiences: People with diabetes, including minority ethnic groups and older adults, and health care professionals

NDEP campaign: [Control Your Diabetes. For Life.](#)

NDEP's call to action: For more information, call 1-888-693-NDEP (1-888-693-6337) or visit www.YourDiabetesInfo.org.

NDEP talking points:

- Take your diabetes seriously.
- It's easier to manage your diabetes if you set goals and make a plan.
- Managing your diabetes may not be easy, but it's worth it.

Highlights of some of NDEP's promotional and outreach activities during the 2nd quarter:

- Launch and promotion of NDEP's [new video series](#) on living well; tie in behavior change tips
- Distribution of "[NDEP's Diabetes HealthSense Helps People Make and Sustain Lifestyle Changes](#)" matte article; tie in behavior change tips
- Distribution of "[Take Steps to a Healthier You with Diabetes HealthSense](#)" matte article; tie in behavior change tips
- Promotion of NDEP [post-GDM diabetes risk messages](#) around Mother's Day (May 8) and National Women's Health Week (observed May 8-14, 2011)
- Promotion of NDEP messages to support [diabetes and men's health issues](#) around Father's Day (June 19) and National Men's Health Week (June 13-19, 2011)
- Promotion of [NDEP messages](#) and resources around diabetes and older adults in observance of Older Americans Month (observed in May)
- Launch and promotion of NDEP's [Diabetes HealthSense](#)
- Utilization of social media via NDEP's [Facebook](#), [Twitter](#), and [YouTube](#) channels to support NDEP messaging (as appropriate) throughout the quarter
- Look for NDEP's exhibit at the following conferences: ACP – April 7-9; CDC/DDT – April 11-14; AACE – April 13-17; ACOG – April 30-May 4; SOPHE & NACDD – May 1-4; AAPA – May 31-June 5; AANP – June 22-26; ADA – June 24-28
- On April 13 at the CDC/DDT conference, there will be a symposium on NDEP's Diabetes HealthSense tool entitled, "Using an Online Library of Resources to Support Behavior Change."
- Conferences and meetings to be promoted via the web and social media as appropriate

Here's how you can help extend NDEP and your organization's reach during the 2nd quarter:

1. Use some or all of the [NDEP materials/offerings](#) developed in support of National Women's Health Week and Mother's Day
2. Post the feature articles "[NDEP's Diabetes HealthSense Helps People Make and Sustain Lifestyle Changes](#)" and "[Take Steps to a Healthier You with Diabetes HealthSense](#)" to your organization's website, distribute via your listserv, place in your newsletter, or use social media to post messages to [Facebook](#) and [Twitter](#)
3. Use the Diabetes HealthSense promotional toolkit to promote the tool:
 - [Talking Points for Working with the Media](#)
 - [Template news release](#)
 - "[NDEP's Diabetes HealthSense Helps People Make and Sustain Lifestyle Changes](#)"

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- [“Take Steps to a Healthier You with Diabetes HealthSense”](#)
 - [Promotional flyer](#)
 - [Overview](#)
 - [Web button](#)
 - [Presentation slides](#)
4. Promote the [living well video series](#) on your website and via social media channels
5. Use some or all of the NDEP products below to support these promotions by distributing at health fairs, conferences, or educational sessions, or use social media:
- [“How you can help your loved one with diabetes”](#) – *Tips for Helping a Person with Diabetes* tip sheet
 - ADA’s [“A Guide to Changing Habits”](#) brochure
 - [“Manage Your Diabetes”](#) – *4 Steps to Control Your Diabetes. For Life.* brochure
 - [Transitions from Pediatric to Adult Care](#) tool
 - [Consejos para ayudar a una persona con diabetes](#) tip sheet
 - [4 Steps](#) Asian-language and Haitian Creole adaptations
 - [Take Care of Your Heart. Manage Your Diabetes](#) Asian-language adaptations
 - [“Manage Your Diabetes”](#) – *Four Steps*
 - [“Learn About Diabetes”](#) – *Tips to Help You Stay Healthy*
 - *Managing Diabetes* [“Haywood”](#) podcast
 - *Managing Diabetes* [“David”](#) podcast
 - [“What does it mean to manage my diabetes?”](#) – *Power to Control*
 - [“What are the ABCs of Diabetes?”](#) – *Power to Control*
 - [“What is Medicare?”](#) – *Power to Control*
 - *Movimiento por su vida* music CD
 - *Step by Step* music CD
 - [Más que comida, es vida](#) recipe booklet and [recipe cards](#)
 - [Diabetes HealthSense](#) and [promotional toolkit](#)
 - [Living well video series](#)
6. Repost, retweet, and share links to NDEP’s [Facebook](#), [Twitter](#), and [YouTube](#) channels
7. Participate in NDEP’s quarterly partner conference call on Tuesday, April 5 at 2:00 p.m. ET to discuss 2nd quarter promotions and NDEP resources/tools available to assist you in your promotional efforts. This is an opportunity to ask questions and exchange ideas. All partners interested in participating are asked to contact Diane Tuncer (NIH-NDEP) at diane.tuncer@nih.gov.
8. Look at the list of 2011 National Observances (see Addendum) to see what other opportunities might exist that could lend itself to a diabetes message from your organization (on behalf of NDEP). Here are just a few examples of how your organization might be able to message around diabetes in the context of one of the many national observances recognized during April, May, and June:
- **April is Minority Health Month.** NDEP has a variety of resources to support diabetes awareness and education efforts tailored to minority populations. Visit the [NDEP Publications webpage](#), go to the “Find Publications for Me” box on the top center of the page, and select Ethnicity/Race and Language.
 - **April is Foot Health Awareness Month.** People with diabetes need to take special care of their feet to avoid serious problems. To learn how to keep your feet in tip top shape, check out NDEP’s [Take Care of Your Feet for a Lifetime](#) brochure.
 - **May is Healthy Vision Month.** People with diabetes should not lose sight of eye disease. Reinforce the importance of regular eye exams. For more information, check out the National Eye Institute’s [Publications Catalogue](#), and NDEP’s [Working Together to Manage Diabetes: A Guide for Pharmacists, Podiatrists, Optometrists, and Dental Professionals](#).

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- **May is Older Americans Month.** Older adults with diabetes are likely to feel better when their blood glucose is within their target range. Taking good care of their diabetes can also lower their chances of having heart, eye, kidney, and nerve problems. To learn more, check out NDEP's [The Power to Control Diabetes Is in Your Hands Community Outreach Kit](#) and brochure.
- **May is Asian-Pacific American Heritage Month.** Use the following resources in your community to spread diabetes messages: [4 Steps to Control Your Diabetes. For Life.](#) and [Take Care of Your Heart. Manage Your Diabetes](#) Asian-language adaptations.
- **June 13-19 is Men's Health Week.** Listen to NDEP's *Managing Diabetes* "[Haywood](#)" and "[David](#)" podcasts.

My organization's 2nd quarter promotions (feel free to use this space to jot down ideas for Q2 promotions):

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QUARTER 3 – JULY, AUGUST, AND SEPTEMBER

Theme: Diabetes control and lowering the risk in youth: It takes a village

Goal: To reach youth and young adults with and at risk for diabetes (and their supporters) with important information about managing their diabetes or lowering their risk

Target audiences: Community groups working with families, Hispanic/Latino youth and their families, school personnel, youth with diabetes transitioning from pediatric to adult care and their families, pediatric and adult medicine HCPs, youth at risk for diabetes, and women with a history of gestational diabetes and the children of those pregnancies

NDEP campaigns: [Control Your Diabetes. For Life.](#) and [Small Steps. Big Rewards/Lower Your Risk for Diabetes](#)

NDEP's call to action: For more information, call 1-888-693-NDEP (1-888-693-6337) or visit www.YourDiabetesInfo.org.

NDEP talking points:

- About 215,000 (or 0.26 percent) of young people under age 20 have diabetes in the United States.
- If present trends continue, 1 in 3 children born today will develop diabetes in their lifetime.
- Type 2 diabetes, although still rare in young people, is being diagnosed more frequently in children and adolescents.
- Children and teens at risk for diabetes can lower their risk by making healthy food choices and being more physically active.
- When children and adolescents with diabetes take care of their disease, they can delay or prevent serious complications.
- When it comes to ensuring the safety of a child at school, it's important for parents to work with school personnel to make sure that the school understands and can implement their child's diabetes care plan.
- Teens and young adults with diabetes and their families face unique challenges when transitioning from pediatric to adult health care.

Highlights of some of NDEP's promotional and outreach activities during the 3rd quarter:

- Distribution of "[Heading Back to School with Diabetes](#)" matte article
- Coordination of an NIH Radio interview to discuss "Heading Back to School with Diabetes" and tie in the *School Guide* and bilingual teen tip sheets – coming soon
- Coordination of RMT with NDEP pediatric endocrinologist to discuss "[Heading Back to School with Diabetes](#);" tie in *School Guide*, *Tips for Teens* tip sheet series, *Transitions from Pediatric to Adult Care Tool* and *Diabetes HealthSense* resources for youth
- Promotion of *Redesigning the Health Care Team: Diabetes Prevention and Lifelong Management*
- Promotion of NDEP's *Diabetes HealthSense*
- Utilization of social media via NDEP's [Facebook](#), [Twitter](#), and [YouTube](#) channels to support NDEP messaging (as appropriate) throughout the quarter
- Look for NDEP's exhibit at the following conferences: AADE – August 3-6; NACHC – August 26-30; AAFP – September 14-17; ADietA – September 24-27
- Conferences and meetings to be promoted via the web and social media as appropriate

Here's how you can help extend NDEP and your organization's reach during the third quarter:

1. Post the feature article "[Heading Back to School with Diabetes](#)" to your organization's website, distribute via your listserv, place in your newsletter, or use social media to post messages to [Facebook](#) and [Twitter](#).

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2. Use the *Redesigning the Health Care Team: Diabetes Prevention and Lifelong Management* [promotional toolkit](#) to promote the guide:
 - E-newsletter article
 - Promotional flyer
 - Product announcement
3. Use some or all of the NDEP products below to support these promotions by distributing at health fairs, conferences, or educational sessions, or use social media:
 - [Bilingual Tips for Teens](#) tip sheet series
 - *Tips for Kids: How to Lower Your Risk for Diabetes*—“[Keep on the go](#)”
 - [School Guide](#)
 - [Transitions from Pediatric to Adult Care tool](#) and [slide set](#)
 - [NDEP’s materials to help youth manage and lower their risk for diabetes](#)
 - [Team Care](#)
 - [Movimiento por su vida](#) and [Step by Step](#) CDs/DVDs
 - [National Diabetes Fact Sheet, 2011](#)
 - [Diabetes HealthSense](#)
4. Repost, retweet, and share links to NDEP’s [Facebook](#), [Twitter](#), and [YouTube](#) channels.
5. Participate in NDEP’s quarterly partner promotions call on Tuesday, July 19, 2011 at 2:00 p.m. ET to discuss 3rd quarter promotions and NDEP resources/tools available to assist you in your promotional efforts. This is an opportunity to ask questions and exchange ideas. All partners interested in participating are asked to contact Diane Tuncer (NIH-NDEP) at diane.tuncer@nih.gov.
6. Look at the list of 2011 National Observances (see Addendum) to see what other opportunities might exist that could lend itself to a diabetes message from your organization (on behalf of NDEP). Here are just a few examples of how your organization might be able to message around diabetes in the context of one of the many national observances recognized during July, August, and September:
 - **August/September is Back-to-School Month.** Is your child with diabetes safe in school or transitioning to college? NDEP has resources to help. For more information, check out NDEP’s [Transitions from Pediatric to Adult Care](#) resource and [slide set](#).
 - **September is Fruits and Veggies – More Matters Month™.** For resources to encourage people to improve their health by eating fruits and vegetables, check out CDC’s [Explore the World with Fruits and Vegetables](#) kit and NDEP’s [Eat Fruits & Veggies to Lose Weight & Lower Your Risk for Type 2 Diabetes](#) feature article.
 - **September is Healthy Aging Month.** For resources to help older adults prevent or manage diabetes, check out NDEP’s [It’s Not Too Late to Prevent Diabetes](#) tip sheet or [The Power to Control Diabetes Is in Your Hands](#) brochure.
 - **September 15-October 15 is Hispanic Heritage Month.** For information on preventing and managing diabetes among Hispanics/Latinos, check out NDEP’s [Paso a Paso](#) tip sheet, [Ten Ways Hispanics/Latinos Can Prevent Type 2 Diabetes](#) feature article, and the [Movimiento](#) CDs/DVDs.

My organization’s 3rd quarter promotions (feel free to use this space to jot down ideas for Q3 promotions):

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QUARTER 4 – OCTOBER, NOVEMBER, AND DECEMBER

Theme: Make plan to prevent diabetes and its complications

Goal: To raise awareness of the importance of preventing diabetes and diabetes-related complications via messages about diabetes risk factors, prevention of type 2 diabetes and prevention of diabetes-related complications

Target audience(s): People with diabetes and their families, people at risk, and health care professionals

NDEP campaigns: [Control Your Diabetes. For Life.](#) and [Small Steps. Big Rewards/Lower Your Risk for Diabetes](#)

NDEP's call to action: For more information, call 1-888-693-NDEP (1-888-693-6337) or visit www.YourDiabetesInfo.org.

NDEP talking points:

- Nearly 26 million adults in the United States, which is more than 8 percent of the U.S. population, have diabetes.
- If you have a family history of diabetes, such as a mother, father, brother or sister, you could be at risk. If you have diabetes in your family, take steps now to lower your risk.
- There are a number of factors that increase a person's risk for developing type 2 diabetes. While there are some risk factors that a person can't change, such as genetics, age, and race/ethnicity, there are risk factors associated with a person's lifestyle that they CAN change, such as being more physically active and maintaining a healthy weight.
- Women who have had gestational diabetes have a lifelong risk for getting diabetes, and the child from that pregnancy may also be at increased risk for obesity and type 2 diabetes.
- The good news is that research has shown that people at high risk for developing type 2 diabetes can prevent or delay this disease by making important lifestyle changes, such as losing a small amount of weight – 5 to 7 percent (10 to 14 pounds if you weigh 200 pounds) – and becoming more physically active. Make a family plan to have a healthy lifestyle.
- At least 7 million people do not know they have diabetes.
- If left untreated, diabetes can lead to serious complications such as heart disease, stroke, kidney disease, blindness, and amputation.
- Another 79 million Americans are estimated to have pre-diabetes, a condition that places them at increased risk for developing type 2 diabetes and heart disease.

Highlights of some of NDEP's promotional and outreach activities during the 4th quarter:

- Distribution of feature article "[Take Steps To a Healthier You](#)" focused on the topic "Make a plan to prevent diabetes and its complications" – available in English and Spanish
- Distribution of feature article "[Five Things Your Family Should Know About Your Diabetes](#)" – also available in Spanish
- Promotion of annual National Diabetes Month Presidential Proclamation – coming soon
- Distribution of a [promotional toolkit](#) for National Diabetes Month 2011
- Focused outreach to national and regional media outlets
- Utilization of social media via NDEP's [Facebook](#), [Twitter](#), and [YouTube](#) channels to support NDEP messaging (as appropriate) throughout the quarter
- Look for NDEP's exhibit at the following conference: AAP – October 15-18
- Conferences and meetings to be promoted via the web and social media as appropriate

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Here's how you can help extend NDEP's reach during the 4th quarter:

1. Use some or all of the National Diabetes Month 2011 partner toolkit to support these promotions by distributing at health fairs, conferences, or educational sessions, or use social media:
 - [Behavior change videos](#)
 - [Posters](#)
 - [Print public service announcements \(PSAs\) and cover letter](#) – also available in Spanish
 - [30- and 60-second live-read PSA scripts and cover letter](#) – also available in Spanish
 - [Ready-to-use feature articles](#)
 - [Personal stories](#)
 - [Template news release](#) – also available in Spanish
 - [November 2011 talking points](#)
 - [Web buttons](#)
 - [Email signatures](#)
2. Engage in social media activities:
 - **Report, retweet, and share** links to NDEP's [Facebook](#), [Twitter](#), and [YouTube](#) channels.
 - **Post** a tip for managing or preventing diabetes on the NDEP wall with text, photo, or video
 - **Vote** in a weekly poll
 - **Support** NDEP and share with your Facebook friends by “liking” NDEP
 - **RSVP** to a World Diabetes Day Facebook event (November 14)
 - Turn your Twitter page blue for World Diabetes Day
3. Participate in NDEP's quarterly partner promotions call on Tuesday, August 30, 2011, at 2 p.m. EDT to discuss National Diabetes Month 2011 and NDEP resources/tools available to assist you in your promotional efforts. This is an opportunity to ask questions and exchange ideas. All partners interested in participating are asked to contact Diane Tuncer (NIH-NDEP) at diane.tuncer@nih.gov.
4. Participate in NDEP's quarterly partner promotions call on Tuesday, October 18, 2011, at 2 p.m. EDT to discuss 4th quarter and 2012 promotions and NDEP resources/tools available to assist you in your promotional efforts. This is an opportunity to ask questions and exchange ideas. All partners interested in participating are asked to contact Diane Tuncer (NIH-NDEP) at diane.tuncer@nih.gov.
5. Look at the list of 2011 National Observances (see Addendum) to see what other opportunities might exist that could lend itself to a diabetes message from your organization (on behalf of NDEP). Here are just a few examples of how your organization might be able to message around diabetes in the context of one of the many national observances recognized during October, November, and December:
 - **September 15-October 15 is Hispanic Heritage Month.** For information on preventing and managing diabetes among Hispanics/Latinos, check out NDEP's [Paso a Paso](#) tip sheet, [Ten Ways Hispanics/Latinos Can Prevent Type 2 Diabetes](#) feature article, and the [Movimiento](#) CDs/DVDs.
 - **October is Family Health Month.** Gestational diabetes places both the mother and offspring at increased future risk for type 2 diabetes. For more information, read NDEP's [It's Never Too Early to Prevent Diabetes](#) tip sheet, and the feature articles [“Know Your Family Health History to Prevent Type 2 Diabetes”](#) and [“New Moms Can Prevent Diabetes By Keeping Up Healthy Habits.”](#)

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- **November is National Diabetes Month and World Diabetes Day is November 14.** Use NDEP's campaign materials.
- **November is American Indian and Alaska Native Heritage Month.** Check out NDEP's [We Have the Power to Prevent Diabetes](#) tip sheet, [print PSAs](#), [Take Care of Your Heart. Manage Your Diabetes](#) tip sheet, and the "Future Generations" [print](#) and [TV](#) PSAs.

My organization's 4th quarter promotions (feel free to use this space to jot down ideas for Q4 promotions):

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ADDENDUM:

2011 National Observances

The following observances may provide additional opportunities to promote a diabetes message from NDEP. [Click here](#) to review a more comprehensive listing of National Health Observances.

January	February	March	April
<ul style="list-style-type: none"> New Year's Resolutions/Check-Ups Family Fit Lifestyle Month Healthy Weight Week (Jan. 16-22) 	<ul style="list-style-type: none"> Valentine's Day (Feb. 14) American Heart Month Black History Month 	<ul style="list-style-type: none"> World Kidney Day (Mar. 10) Diabetes Alert Day (Mar. 22) National Nutrition Month National Women's History Month National Kidney Month 	<ul style="list-style-type: none"> Spring Vacation/Travel Minority Health Month Foot Health Awareness Month Emergency Preparedness (Hurricane/Tornado Season) National Volunteer Week (Apr. 10-16)
May	June	July	August
<ul style="list-style-type: none"> Women's Health Week (May 8-14) Mother's Day (May 8) Older Americans Month Asian-Pacific American Heritage Month Healthy Vision Month Family Wellness Month National High Blood Pressure Education Month 	<ul style="list-style-type: none"> Men's Health Week (Jun. 13-19) Father's Day (Jun. 19) Summer Travel/Vacations 	<ul style="list-style-type: none"> Vacation Season (July/Aug.) Independence Day (July 4) Family Reunions/Summer Picnics/Recipes/Family History (July/Aug.) 	<ul style="list-style-type: none"> Back to School/Transition From Pediatric to Adult Care (Aug/Sept.)
September	October	November	December
<ul style="list-style-type: none"> Hispanic Heritage Month (Sept. 15-Oct. 15) Healthy Aging Month Fruits and Veggies – More Matters MonthSM National Cholesterol Education Month 	<ul style="list-style-type: none"> Hispanic Heritage Month (Continues through Oct. 15) Family Health Month Child Health Day (Oct. 3) 	<ul style="list-style-type: none"> National Diabetes Month World Diabetes Day (Nov. 14) American Indian & Alaska Native Heritage Month Thanksgiving/Family History Day 	<ul style="list-style-type: none"> Holiday Season/Nutrition and Recipes/Physical Activity/Stress and Depression